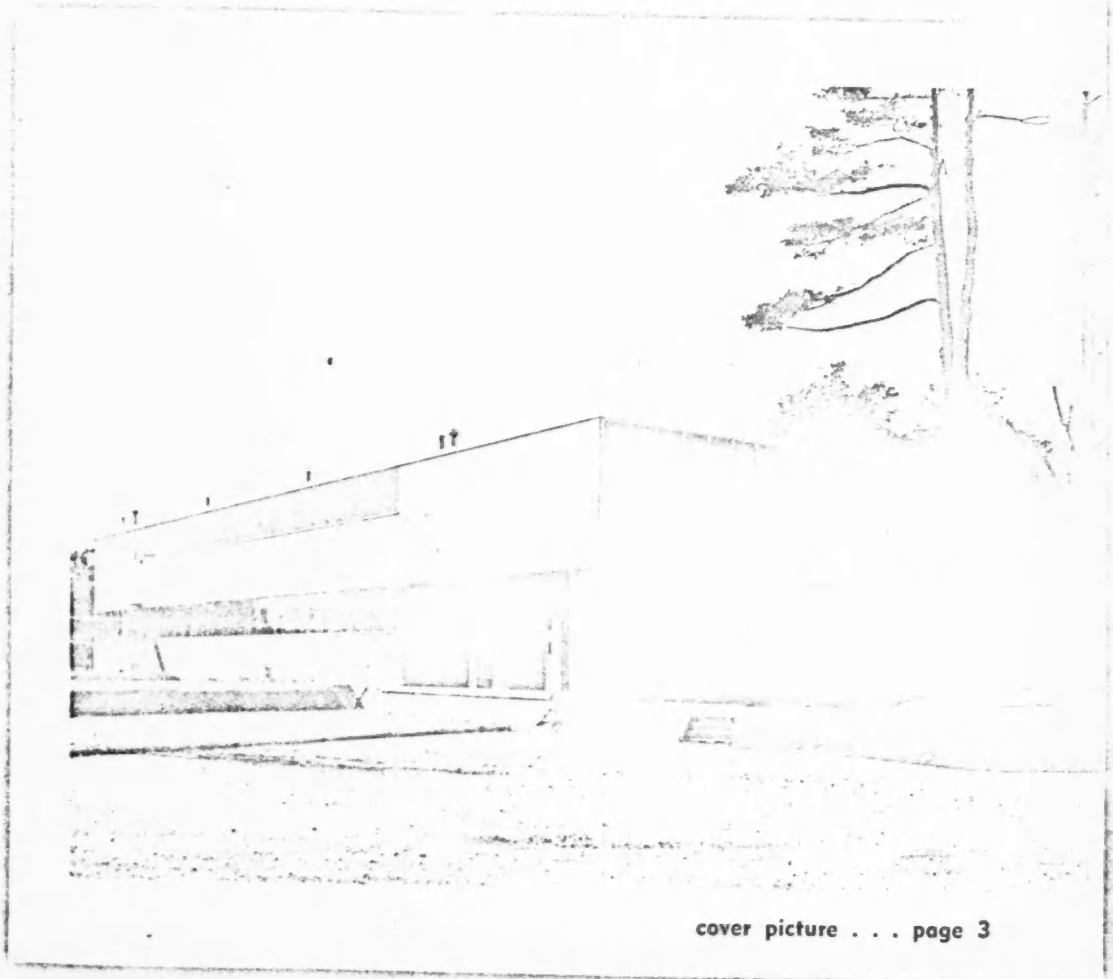


January, 1959

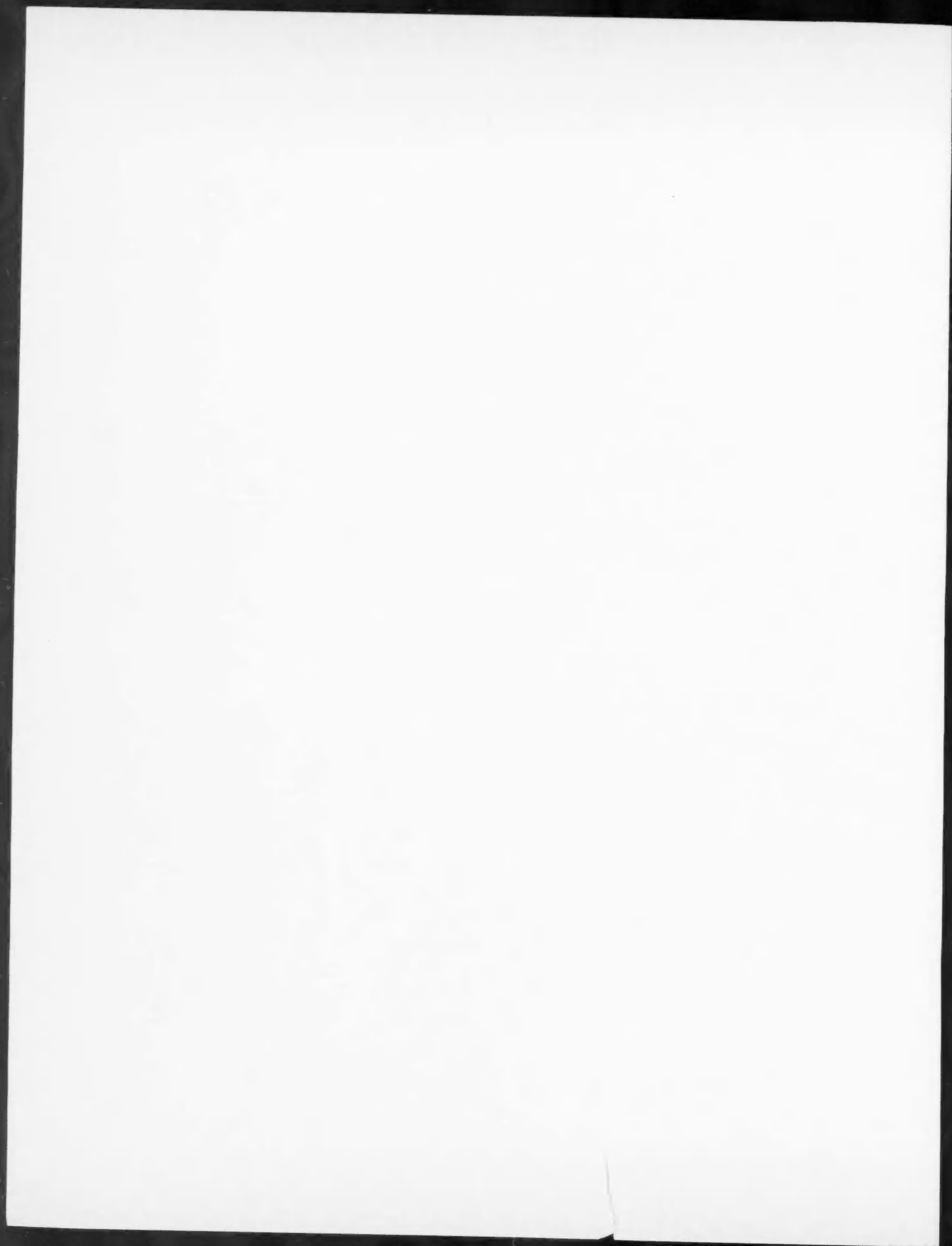
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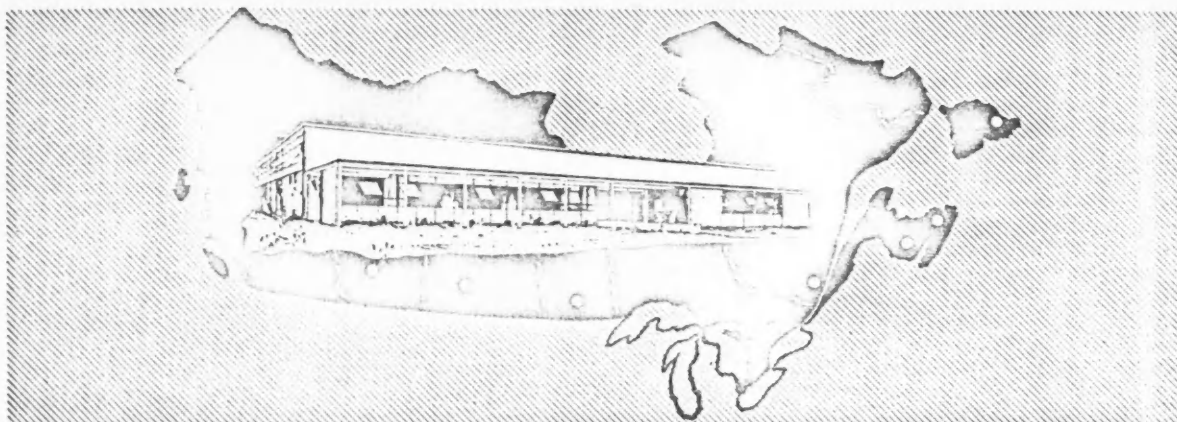
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cover picture . . . page 3

Brand Identification Aids House Sales . . . page 12





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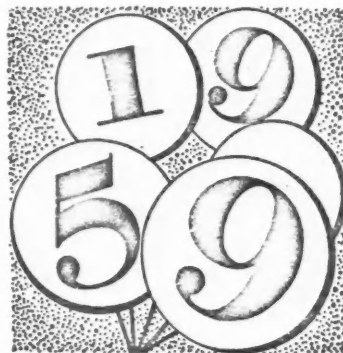
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* "It is well for a man to respect his own vocation, whatever
* it is, and to think himself bound to uphold it and to claim for
* it the respect it deserves." — Charles Dickens.

EDITORIAL —

HOMES WITH PEDIGREES

* Maurice Joubert of Montreal, President of the National Homes
* Builder's Association has offered a proposal which he claims will en-
* hance the sale and resale of individual homes. His idea if adopted from
* Automobile Licensing procedures would permit each home owner to
* permanently affix a plaque or certificate upon his dwelling. This would
* be registered into permanent records. He didn't say who would have
* control of registering, but I assume he would have the N.H.B.A. be
* responsible.

* We quote a newspaper clipping: "Just as the livestock transfer fee goes
* to help improve the breed of horses, cattle or household pets, so the
* house transfer fee would be spent to improve the breed of Canadian
* housing."

* Where the pedigree enters the picture is in the establishing of three or four
* grades of homes. Those in the custom class which have 'bonded heating'
* 'Red-seal wiring' and other top quality improvements, would be in the blue
* ribbon status.

* This he said "would give fluidity to the housing market and hasten the day
* when "used houses" will be financed under the National Housing Act.

* Thus, in addition to the minimum building standards insisted upon by the
* lending institutions and the Federal Government's Central Mortgage and
* Housing Corporation, classification of quality would be determined by the type
* and extent of electrical, mechanical and similar installations."

(Continued on page 20)

Vol. 5

January, 1959

No. 1

Front Cover Picture

A typical "Package Plan" building constructed by Industrial Leaseholds Ltd., of Toronto. It is a 43,000 sq. ft. office and warehouse for Lino-Wood Distributors, built in Toronto's North York. See page 7 for story.

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FORECAST OF 1959 REAL ESTATE PICTURE FROM COAST-TO-COAST

These forecasts, ranging from mildly pessimistic to buoyantly optimistic, reflect the views of Realtors and House Builders from coast-to-coast.

THE BIG question facing the house building industry is whether or not 1958's production of some 155,000 units can be matched in 1959.

We know the country needs 150,000 units each year. Sales to date show the country can absorb them. Certainly we intend to build that many again in 1959 if we can.

During the past couple of years, the biggest problem facing house building was the mortgage money shortage. This has been at least temporarily allayed and is, we hope, on the way to permanent improvement.

The big issue shaping up for 1959, everywhere in the country, is the shortage of serviced land. Co-operative land assemblies formed by several local affiliates of the NHBA, and the Federal-Provincial land assembly projects in many communities, are but partial answers to this question. Here is a challenge to enterprising businessmen—to enter the relatively new field of land development. More land, properly developed, will cut hazardous land speculation and stabilize this whole section of our market.

There is no escaping these facts: the municipalities must take a more realistic approach to their expansion problems; they must accept the house builders as allies in efforts to solve them; they must act quickly if they are not to be overwhelmed by these difficulties.

Selling prices of houses will probably rise somewhat during 1959. There is certainly no prospect of decreased land prices. Material prices are resisting inflation to a remarkable degree, though there is no telling how long the manufacturers can continue to resist the trend. Labor costs are rising, of course, though in house building they have not had the tremendous inflationary effect they have had in other industries. The biggest single increase in construction costs may well come from the recent freight rise. This is expected to add about \$200 to the price of the average house built during 1959.

— Maurice Joubert (Duvernay, Que.)
PRESIDENT,
NATIONAL HOUSE BUILDERS ASSOCIATION

B.C.'s 1959 land of golden opportunity is in the North. The new P.G.E. railway extension, the advent of natural gas and the projected huge Wenner-Gren power development—all point to the tremendous development of industry and population which is just beginning in B.C.'s north country.

Industrial Greater Vancouver is still looking sideways at the labour situation. It would seem that both management and rank and file labour are fed up with union organizers. Many hope that the Government will do something about it.

In the meantime the great influx of industry to this area up to the year 1957, checked in 1958, will almost certainly remain checked during 1959. Industries which inevitably will come here sooner or later are likely to remain cautious observers during 1959.

This slow down in industrial expansion may be expected to result, during 1959, in a lowering of the demand for housing, particularly in the lower price brackets.

Population increase has been checked for the present and the house market will be further reduced by some unemployment.

These factors, combined with a record rate of house building in 1958, have already produced a present inventory of unsold completed dwellings in the Greater Vancouver Area which is between 500 and 600 units, twice what it was this time last year.

There probably won't be as many houses built in 1959 as there will have been in 1958.

Apartment blocks in the city are beginning to show some vacancies—but these are limited to high priced or over-priced units. There is still demand for a number of successful blocks to be built during 1959.

1958 has seen a great deal of speculative buying of farm land fringing Vancouver. Completion of the Deas Island Tunnel and further progress on major highways will almost certainly strengthen this market during 1959.

I view our prospects for 1959 with cautious optimism.

— H. P. Bell-Irving,
PRESIDENT,
VANCOUVER REAL ESTATE BOARD

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BRITISH COLUMBIA

It is extremely difficult to make any predictions of the B.C. housing market. Employment, labor demands and the national economy will not permit clarity.

However, Pump priming at the Provincial and Municipal levels, through the Federal Government should have a favourable effect. We, of course, hope that labor demands will not be so extensive as they were last year, and we anticipate that what strikes do develop will not be as large or as extended.

In the outlying areas of B.C.'s Mainland there is a backlog of 250 to 300 unsold houses which must be considered in the 1959 forecast. We look for buyers becoming more critical, especially when they are paying more than \$20,000 for a home.

It is my opinion that the time has arrived for CMHC to take a second look at the lending on older homes. Many people show a preference for this type of home.

— Gerald E. Parfitt, B.C. Regional
VICE-PRESIDENT, N.H.B.A.

"CMHC SHOULD INSTITUTE LENDING ON OLDER HOMES"

—G. E. Parfitt

TORONTO

Toronto should show a saturation point in house building during 1959 similar to 1957. The apartment field is also saturated with large numbers of units unrented in the metropolitan area, yet there are still many in the planning stage. It will take some time for these to be absorbed.

I believe that there will be some decrease in single-family housing construction during 1959. Due to problems in our national economy there is no really solid buoyancy in the market to have building flow smoothly. Substantial prices are being paid for land in the outlying areas and to service this land would create high prices. The permission to permit septic tanks in further-out sections would help the situation a great deal.

— Campbell C. Holmes, 1958 Treasurer, N.H.B.A.

WINNIPEG

It is difficult to predict the future of Winnipeg's Housing situation at this moment, because of the remarkable activity just ended, which showed starts of single family dwellings up 300% over 1957. So far absorption has kept pace of completions, but there are still a large number of units in the building and whether they will be sold by spring is the big concern at the moment.

Because of this fair inventory of unfinished units, I predict a slower pace in 1959, especially in the medium and higher priced homes. There seems to be a feeling of optimism and the builder who plans well and gives top quality should have a year nearly as good as 1958.

— Graham C. Lount (Winnipeg)
SECOND VICE-PRESIDENT, N.A.B.A.

SASKATCHEWAN

"In my opinion the real estate market in Canada for 1959 will be much as it was in 1958. There will still be a good total demand for residential property, but the incidence of the demand, will, no doubt, vary somewhat from the last year. Prices of residential real estate will likely remain at about the same level, subject, of course to the psychological effect of the very obvious inflationary pressures which exist.

The demand for investment real estate will continue, and possibly increase, because investors realize that the ownership of good property is a very satisfactory hedge against inflation. Unfortunately, this type of buying adds fuel to the fires of inflation and may result in the price of investment real estate becoming ridiculously high in comparison to its earning power.

I think there is no doubt that those engaged in the real estate business, will, on the average across the country, have as good a year in 1959 as they did in 1958.

— R. P. Klombies, Saskatoon
REGIONAL VICE-PRESIDENT, C.A.R.E.B.

NOVA SCOTIA

In my opinion, the year 1959 for Real Estate Brokers and Salesmen should be terrific. Speaking from a local standpoint, the demand for low cost housing exceeds the supply. There is a definite increased interest from many clients interested in placing funds in mortgages and investing in land speculation and investment properties. There are more and more extensions and alterations to existing commercial properties as well as many new commercial establishments in the process of being erected or in the planning stage. The sale—purchase, lease-back deals are becoming more and more prevalent, and of course syndicate ownership is in demand. All in all, the Real Estate outlook for '59 is most encouraging and it is up to each and every one of us as Brokers and Salesmen to properly equip ourselves to better serve the Buyers and Sellers of Real Estate. Real Estate is a wonderful business and our objective should be to do our job properly and promote the growth of Real Estate in our own particular area.

— John Ritcey, Moncton
PAST REGIONAL VICE-PRESIDENT, C.A.R.E.B.

MANITOBA

Only a year ago we were worried about the money market and the recession which we thought might, if not checked, lead us into a depression. As 1958 commenced mortgage money became more plentiful, building took an upswing, and real estate transactions were more frequent: in fact, our worries were soon forgotten.

As I write this forecast, 1959 is just around the corner and we wonder what the new year will bring forth. I confidently anticipate a year of great activity. There will be sufficient money available to finance average size transactions. The volume of sales, however, in large commercial and industrial properties may be hampered to some extent by the lack of money available to finance them. There will again be a tremendous demand for housing and while government funds will keep the building program going, I expect to see another rise in prices in older, well-located homes, due to the almost unprecedented demand for them in many parts of Canada.

For those of us that are wide awake and progressive, I feel that 1959 holds opportunities of which we scarcely dared to dream just a year ago.

— J. S. Stevenson,
WINNIPEG, MANITOBA.

VANCOUVER

Generally speaking I believe the cross-Canada outlook for 1959 is good. Sales should continue at the present high level at firm prices subject always to the application of the law of supply and demand in those areas where for various reasons the supply of housing or office space or retail store space has caught up with and in some cases is ahead of demand.

The threat of continued inflation will in my view keep well-selected real estate in a very attractive position to the wise investor.

New Canadians who have had the unfortunate opportunity of witnessing the devastating effects of runaway inflation at first-hand in the countries of their origin will continue to be in the forefront of buyers of real property in Canada.

Present high interest yields in the bond market means higher interest in many cases on commercial real estate mortgages as well as on conventional mortgages on older residential properties. I believe, however, that competition for good real estate mortgages will serve to keep the interest rate structure at a fairly reasonable level.

Finally, Realtors across Canada should be on the alert to prevent further inroads by Governments at all levels into the field of private ownership of real property.

It is recognized that the law of eminent domain must apply and the rights of the private individual cannot stand up against the need of lands for public purposes for such things as roads, parks, school properties etc.

There seems however, to be more and more of a tendency for government agencies at various levels including town planners to deprecate the ability of private enterprise to deal with problems such as slum clearance, land redevelopment and the provision of adequate parking at reasonable rates in the downtown areas of our cities.

Too often in my opinion Realtors have not and do not realize that this insidious encroachment on the rights of private ownership of real property strikes not only at the roots of the real estate business but also at the way of life enjoyed in Canada. The Welfare State as envisaged by those of Communist faith has no place in it for the individual ownership of real property.

Realtors across Canada must continue to be on the lookout in 1959 to see that no unwarranted intrusions on the rights of private ownership of real property are permitted to be made by those whose long-term objectives seem to be to create a welfare state in this country or by those who preach private enterprise for their own business but support government control and intervention in other fields where this step seems to promise them some advantage for their own particular business.

— H. R. Fullerton (Vancouver)
Vice-President C.A.R.E.B.

MONTREAL

I expect that 1959 will be another good year for realtors in this area. Although the early 1958 record indicates a 9% reduction in the actual number of real estate transactions and an 8% reduction in dollar volume as of the 1st of September, 1958, as opposed to the 1st of September, 1957, the full effect of the tremendous increase in housing starts, up some 37% in the first 9 months, has not been entirely felt and these figures may be improved when the final statistics are compiled.

While starts and permits showed substantial gains in 1958 I do not expect that they will continue to increase at the same rate in 1959. A large number of residential units, both rental and owner-occupied, must be absorbed within the next few months before any number of new units will be started in 1959. While sales remain buoyant, rentals in some type of accommodation are slow and it could be well into the spring of 1959 before 1958 construction is absorbed. Withdrawal of the NHA from agency lending field will also curtail starts somewhat.

Demand for used houses and apartments has remained high and I expect that there will be steady activity in this major segment of real estate in the new year.

Commercial real estate is expected to be more active in 1959, with the Windsor Plaza development slated to get underway, the further advancement of the Ville Marie project, and several other substantial office buildings, as well as a number of shopping centres on the boards.

Industrial real estate has been slower in 1958 due to general reduction in industrial expansion. This condition is not expected to improve in 1959.

In summary, for 1959 I would expect some slowdown in the type of activity created by new residential real estate, a steady volume of business from used residential real estate, increased activity in commercial real estate, and a continuing decline in industrial real estate. This should add up to a year perhaps a little less active than in 1958, but one in which there will be lots of room for the aggressive, well-trained realtor to make a good living.

— J. A. Lowden (Montreal)
Vice-President C.A.R.E.B.

CALGARY

Higher freight rates, labor demands, and higher priced land will undoubtedly increase homes by as much as 2½% to 5%, however, I feel that house sales throughout Western Canada will continue at a high rate. Alberta in particular should show a good volume, possibly within a shade of 1958 which was a record year.

The market will be similar to last year in that lower priced homes will have the most demand.

— L. E. Wade (Calgary)
1958 PAST-PRESIDENT, N.H.B.A.
(Forecast—Continued on page 20)



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a success story worth noting

Toronto Industrial Leaseholds is one of the many Canadian Companies that have entered the real estate investment picture.

By lease-back arrangement they allow a client to have his cake and eat it too. For, this type of transaction releases the lessee's finances which usually permits further internal expansion.

At the same time, money to complete these arrangements have been gathered from other sources, who desire to increase their Real estate investment portfolio.

In October 1952 two brothers, Alex and Harry Rubin, former students of Alberta University, raised a modest sum of money to construct a 10,000 square foot building for a client in a Toronto suburb, with their offices right on the site. It was a change for the senior brother, Alex who had been very successful in establishing the "Cleanol" organization; and it was a change, too, for Harry who, having received his B.Sc. at Alberta, had attended Wisconsin University on scholarship to study aerodynamics, and had then migrated back to the University of Toronto to work for his Ph.D. But it was successful, and there is nothing like success to stir enthusiasm. The brothers are now President and Executive Vice-President respectively of Canada's most rapidly-expanding industrial construction company.

Their firm, Toronto Industrial Leaseholds, began to work on the basis of the "Package Plan", and its growing success was based on the development and refinement of this.

To the company considering first construction or expansion in Canada, Industrial Leaseholds first offers a suitable site. It holds parcels of land both in the Downtown areas of the



Wellington Square Shopping Centre, superimposed on aerial view of London, Ont. The centre will contain 36 stores and parking for 800 cars.

greater cities as well as in industrial estates which it has acquired in strategic locations within the Metropolitan area. Next, their architectural department gets busy to prepare a sketch plan of a client's general requirements. Meanwhile, discussion is taking place as to whether the client wishes to buy outright, or to lease the building to be erected. The latter, of course, has great advantages, for it enables a company to preserve capital whilst, at the same time, benefiting tax-wise. When agreement on this has been reached and when the sketch has been modified to include all the specifications required, legal documents are drawn up by I.L.'s legal adviser, and the "bother" attached to building is all over, as far as the client is concerned.

The consulting structural engineer and the mechanical and electrical engineer then get to work producing,

in some 4-6 weeks, the details necessary for final working drawings.

After approval of these, the company's construction manager is brought into the picture. His job is to co-ordinate the whole I.L. building program—quite a job when one realizes that something like 55 factories are erected in the year.

A project manager is then selected from one of those currently available within the company's set-up, and he supervises the actual work on the site.

Though the company builds everything from 15,000 square feet to half-a-million square feet, the average building is around 40,000 square feet, and this is usually completed in around twelve to eighteen weeks' time—a fact which amazes many foreign clients first setting up in this country.

The company's work does not end with completion of the building, for

a client six-point public relations and promotion plan, ensure that the client's venture receives wide publicity.

There are many refinements of the plan as, for instance, the willingness of I.L. to accept a "trade-in" of old buildings; its ability to arrange subletting on the head lessee's behalf; and their holdings of newly constructed "general purpose" buildings into which a client can move immediately after it has been finished to his requirements.

100th Major Project

By September of 1957, the company had completed construction of its 100th major project—an atomic plant at Port Hope, Ontario—and its operations began to spread from Toronto outwards, right across Canada. It was whilst seeking arrangements for acquiring new industrial land that contact was made with Webb & Knapp (Canada) Limited. Mr. William Zeckendorf Sr., whose son heads the Canadian company of Webb & Knapp, was quick to see that he had met in the Rubin brothers another dynamic pair with horizons similar to his own, and by Christmas a deal had been negotiated by which the Canadian Company purchased a major share in Industrial Leaseholds. By this time, some 150 industrial buildings had been completed, and some 3,000,000 square feet of space had been leased or sold, with a market value of around \$35,000,000. Though an affiliate of Webb & Knapp, the Rubins retained complete autonomy in their domain, but the financial backing, know-know, and land holdings now put at their disposal, permitted them to launch not only an accelerated program, but to consider the establishment of industrial estates in their widest, integrated, sense.

Toronto had naturally been the center of the company's operations. Over 90 client buildings had been constructed in North York Township alone by mid-1958, and more industrial buildings had been put up in the model Don Mills area than by any other construction company. In the summer of 1958 the 100-acre Long Branch Industrial Park (formerly the city's main race-track) was acquired, to be followed by the Province's biggest real estate deal in a century—the acquisition of the highly strategic land, consisting of 374 acres, (comprising Flemingdon Park) for \$4,000,000, which was negotiated through W. H. Bosley & Sons, Toronto Realtors.

In Montreal, where offices of Quebec Industrial Leaseholds had been set-up, the company, through its Webb & Knapp affiliation, acquired half the Bèique Estate for industrial expansion, whilst the City of Dorval appointed the company its industrial advisors and developers.

Across in Vancouver, where branch offices had also been established, I.L. launched out into industrial construction at Webb & Knapp's vast Lake City Industrial Park at Burnaby.

Later, a branch was established at Winnipeg, to cover the Prairie Provinces.

An office at London, Ontario, is supervising I.L.'s construction of Webb & Knapp's multi-million dollar "Wellington Square" Shopping Centre, of which the T. Eaton Company of Canada are principal lessees.



Architect's sketch of the enclosed Mall of Wellington Square Shopping Centre, in London, Ontario. All stores will open off the T-shaped Mall, which will be air-conditioned and heated by warm air ceiling blowers.

Current Fall construction at any given time was running at around a million square feet with such names included amongst clients as Sylvania (Canada) Ltd., Dunlop Canada Ltd., Canadian Motorola Electronics Ltd., Canadian Admiral Corporation, The Dominion Stores Ltd., Canadian Westinghouse International Co. Ltd., Kelly Douglas & Co. Ltd., Robert Simpson (Montreal) Ltd.

The interests of the company extend beyond construction of industrial buildings into urban redevelopment, low-rental housing and integrated community planning. A comprehensive Urban Redevelopment Proposal was put forward in 1956 for clearing and redeveloping 140 acres of the

run-down Queen-Sumach area Downtown Toronto City at a cost of some \$70,000,000—a project which received wide international interest.

For housing and integrated estate planning, Industrial Leaseholds have founded a division known as Webb Community Consultants. This division has been instrumental in erecting approximately 300 units in the Metropolitan Toronto area in its first year of operation, and plans on the drawing boards for 1959 amount to many millions of dollars.

The major project now nearing planning-completion by Webb Consultants is the multi-million dollar development of Flemingdon Park, in Toronto's North York Township, and an announcement soon to be made will spotlight this as one of the most ambitious integrated schemes ever

launched in Canada. The company is already receiving enquiries from major clients wishing to establish themselves in this strategic location.

Due to the shaky stocks and bonds market in America, more and more investors are turning their investment portfolios over to Canadian Realtors. Several of the larger Canadian Real Estate Firms, have completed exhaustive Real Estate Investment studies, which are available to those interested. The above story indicates the form in which Lease-backs can play a part in these investments.

ONTARIO BOARD EXECUTIVES MULL OVER CONVENTION PLANS



According to Al. Sinnott, Conference Chairman, the London Convention in March, will top all past performances, not only entertainment-wise, but also in the panel sessions and the fortunate choice of speakers. At the O.A.R.E.B. Executive Meeting held in the Board Room in Toronto, final details for the Convention were ironed out.

Reading from left to right standing: Ross Thompson, Peterborough; Pat Harvey, Brantford; John Roberts, Port Credit; Bill Follows, Executive-Secretary, Toronto.

Reading clock-wise from left foreground: Sam Campbell, Hamilton; Bert Katz, Ottawa; Fred Dawson, Sault Ste. Marie; Hugh McKeown, Ottawa; Norm McFarlane, President, Ottawa; Cliff Rogers, Vice-President, Toronto; Al Sinnott, Conference Chairman, London; Andy Hawreliak, St. Catharines; Phil Seagrove, Hamilton.

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TORONTO ELECTS OFFICERS

Hugh Shortill of Shortill and Hodgkins Ltd. was chosen president of the Toronto Real Estate Board by acclamation at the annual meeting in Maloney's Art Gallery, December 9th.

Vice-presidents elected were Harvey Keith and E. G. Sanagan; and directors: Harold Bailey, Harold Bleasdel, Goodwin Gibson, Andrew Hazlett Jr., H. P. Langer, Mrs. Grace Leckie, Brian Magee, R. W. Telford and Austin Whillans.

Did you know that part of Canada is farther south than California? It is! Pelee Island in Lake Erie is farther South than the northerly end of California. Not only that, but it is farther south than 12 of the 49 States.



Association of Real Estate Boards

600 REALTORS EXPECTED AT O.A.R.E.B. CONVENTION



(Above picture shows a bit of the Thames coursing thru' Springbank Park, in London, Ontario.)

Advance registrations offer an optimistic forecast of the attendance for the Ontario Convention being held March 1st-2nd-3rd at London, Ontario. The London Board have been working overtime, making an all out effort to assure a satisfying and educational Conference.

The Conference is being held in the London Hotel, whose management suggests, due to the limited number of rooms available, that delegates should register before the deadline of February 15th.

LONDON - "THE FOREST CITY"

London is considered the most beautiful City in Ontario and, possibly Canada. Bountifully endowed with well-kept parks, the City has captured the sweet breath of its namesake in England. The quaintness of some of the homes have been influenced architecturally by England, but have retained the Canadian flavour.

London has been called "The City of Forests." Practically every lawn has a generous growth of oaks,

maples, birch and spruce, shading the home and adding elegance and grace to the surroundings.

London itself nestles in the picturesque Valley of the River Thames. Several large industries and the surrounding agricultural land supports the 101,000 population. Tobacco, fruit, and market gardening with a fair sprinkling of dairy farming encroach almost to the fringe of London.

A tablet placed at the corner of

Executive Committee:

F. N. McFarlane, Ottawa, President;
C. W. Rogers, Toronto, Vice-President

Regional Directors:

A. Sinnott, London; A. Hawrelak, Catharines; J. Roberts, Port Credit; F. J. Dawson, Sault Ste. Marie; Thompson, Peterborough.

Executive Directors:

P. H. McKeown, Ottawa; Sam Campbell, Hamilton; P. J. Harvey, Bradford.

Past President:

P. A. Seagrove, Hamilton.
Secretary-Treasurer: H. W. Follows

King and Ridout streets marks the site of the first home of the first resident, Peter McGregor, who was born in Scotland in 1796 and migrated to Canada where he settled in London in 1836.

London actually came about through a nebulous idea. Returning from the town of Detroit, then a British town, and enroute to Niagara in 1793, Colonel John Graves Simcoe, Upper Canada's first Lieutenant Governor, visited the forks on the Thames and decided that here should be the site for the future capital of Upper Canada. His plans miscarried, however, for no building was erected on the site until Peter McGregor came along.

FAMOUS CITIZENS

Many famous historical figures have made London their home. Sir Adam Beck founder of Ontario Hydro; Sir Frederick G. Banting, co-discoverer of Insulin; Dr. Leonard G. Rowntree, Director of the Medical Selective Service Bureau of the United States; Sir Charles Saunders, famed for the discovery of Marquise wheat and John Labatt founder of John Labatt Ltd.

In marketing circles London has long been called the typical Canadian

Blane, Fullerton & White LIMITED

Realtors, Financial Agents
Insurance Managers

Business established 1926

517 Hamilton St., Vancouver, B.C.

City. London merchants are constantly called upon to display various types of new products in order to test their consumer effectiveness before national distribution is made. As one Marketing and Packaging expert put it with no thought for syntax: "How goes London . . . is how goes Canada."

The city's industries are numerous, important and highly diversified. From 1862 to 1885, London was the centre of the oil industry of Western Ontario until the Imperial Oil Company removed its headquarters first to Petrolia, thence to Sarnia. Its brass automotive parts, boxes, diesel locomotive, refrigerator, furnace, hoisery, printing and lithographing, adhesive and abrasive, cereal, biscuit, brewing, chemical, dairy, electrical, iron, leather, steel and textile industries have made it famous throughout the Dominion. For more than a century it has been the cradle of "nation builders" and the home of institutions founded by citizens with progressive ideas and a belief in the future. Modern retail establishments make the city an ideal shopping place. Trade names of London products are known the world over.

KEN BELL

Exclusively

REAL ESTATE SIGNS

IN QUANTITY

BROCHURE ON REQUEST

41 DOVERCOURT RD

TORONTO

LE 6 0461

FLUORESCENT COLOUR

SPECIALISTS

ONTARIO ASSOCIATION REAL ESTATE BOARDS

37 ANNUAL 59 CONFERENCE

MARCH 1st - 2nd - 3rd

AT LONDON, ONT.

Registration Fee:

Brokers, Salesmen and Salesladies	\$35.00
Wives and Guests	20.00
Daily Registration	20.00

Registration fee includes EVERYTHING: ALL BUSINESS SESSIONS
ALL LUNCHEONS — ALL RECEPTIONS — ALL DINNERS
FINAL BANQUET — ENTERTAINMENT

*Watch January "Realtor" for Conference Preview

You'll be able to enjoy the 1959 O.A.R.E.B. convention in London more if you know that the hotel space you want is all arranged. And the best way to ensure that is to **register now**. Please send both your registration and reservation immediately. Be sure that the form below is filled out completely, not omitting the time of your arrival so your room can be ready when you want it.

O.A.R.E.B.'s 37th ANNUAL CONVENTION
MARCH 1st.-2nd.-3rd.
HOTEL LONDON
LONDON, ONT.

TO: MR. H. W. FOLLOWS,
Ont. Association Real Estate Boards
109 Merton Street
Toronto 7

I plan to attend the conference, and enclose my cheque for \$..... to cover the registration fee. It is understood that in the event I am unable to attend, this advance will be refunded to me, provided I advise you before February 15th, 1959.

NAME STATUS
(Broker, Salesman, Guest)

ADDRESS CITY & PROV.

I am a member of the Board.

Hotel accommodation required ☐ Single ☐ Double ☐ Suite

Arrival date and time Departure date and time

Below I have indicated exactly how I would like my name to appear on my identification badge:

MY NAME WIFE'S NAME

Make cheque payable to
ONTARIO ASSOCIATION OF REAL ESTATE BOARDS
(If you do not wish to clip this coupon . . . order on your letterhead.)

BRAND IDENTIFICATION TO AID SALE OF HOMES

Canada's real estate salesmen are starting to get strong support from an unexpected source—the advertising, merchandising, and public relations program of a major Canadian manufacturing company!

The company—American-Standard Products (Canada) Limited—is pioneering an advertising approach and a merchandising plan designed to help the salesman and builder sell homes.

For example, the first of the new ads make no headlined mention of the company's products, but instead says in giant capital letters:

"Now Is The Time To Buy A New Home!"

American-Standard believes that the benefits of this advertising approach, adopted for what may be the first time in Canada, will be felt by all arms of the real estate and construction industries and their suppliers.

As a supplier, and as one of Canada's largest companies in the plumbing,

for bathrooms, cast iron and steel sinks and bathtubs, brass fittings, heating boilers and furnaces, radiate baseboard pannels and radiators, commercial and industrial air-conditioners and fans, to name only a few.

Today American-Standard has four plants in Canada and more than 1,800 employees. For the assistance it gives to builders, the company has been described as a "partner in selling homes."

The American-Standard advertising is only a part of a broad program designed to help sell homes. A good example of this unique type of advertising is the two-page spread published recently in Canada's leading national consumer magazine. A 15-inch wide picture shows a young family standing in the framework of



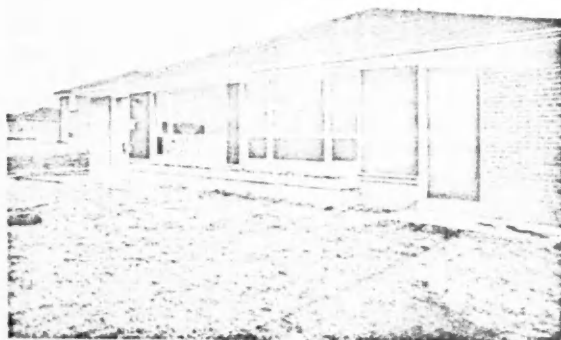
Most men are impressed by the type of furnace installed, especially when the builder has used promotional material to back up quality.

in picture and headline, the copy goes on to point that "today's wonderful new homes are better planned, better built, and better equipped." It also explains how people moving into a new home today are also moving into a variety of improvements in living conditions made possible by recent developments in home building methods, materials and equipment.

American-Standard is also promoting its advertising approach through distribution of reprints, and by featuring the idea in its external publication, "Forward", which goes out to a circulation of 20,000 members of the general public or executives who are in some way interested in home construction and sales. The publication also features news of new applications, installations in new housing developments and other information about Canada's "new home-building" industry.

In addition, an integrated public relations program has been set up to help tell the company's story.

The same strategy is used to sell Gurney furnaces as a key to a good heating system. Here a booklet is used called the "Gurney Guide to Better Housewarming." It is believed



Completed home used by Toronto Realtor, as a field office and show piece.

ing, heating and air-conditioning field, American-Standard is part of the largest manufacturing organization of its kind in the world. Now completing its 51st year of business in Canada, the company turns out hundreds of separate products, including cast iron and vitreous china fixtures

a home still under construction. Surrounding them is a circle of new plumbing, heating and ventilating equipment which will become part of their new home. Readers are able to identify themselves readily with the new family.

With this happy sight expressed

to represent the first time in North America that a furnace manufacturer has gone out of his way to use clear descriptions and diagrams to show home-buyers and realtors how to tell for themselves whether or not a warm-air heating system is adequate for a given home. In this way, the furnace is made a sales-feature to help sell homes.

One of the factors which prompted the publishing of the Gurney booklet was the absence of government regulations for heating systems. Other facilities in new homes are under federal regulation, and must meet certain standards before the builder can obtain a building permit. Builders without adequate knowledge or experience, or who want to economize, may install inadequate or inferior heating systems which result later in trouble and cost for the buyer.

For this reason, the Gurney booklet outlines the important steps in choosing or recognizing a new system, whatever the make.

SELLING AIDS

Advertisements and literature for builders and equipment suppliers are the next step. Demand is first established by consumer advertising, and builders are then shown how to make American-Standard products an important part of their selling program.

One of the major tools for this work is the slick and colorful Home Merchandising Kit which shows the builder a sample of all the pieces available to him—lot markers, window signs, feature stickers, newspaper ads, the Gurney Ten Year Protection Plan, the Home-Owner's Maintenance Manual for plumbing and heating, the Gurney Guide to Better Housewarming and the Builder's Promotional Manual. Also enclosed is a handy checklist so that the correct quantity of all kinds of pieces can be quickly ordered.

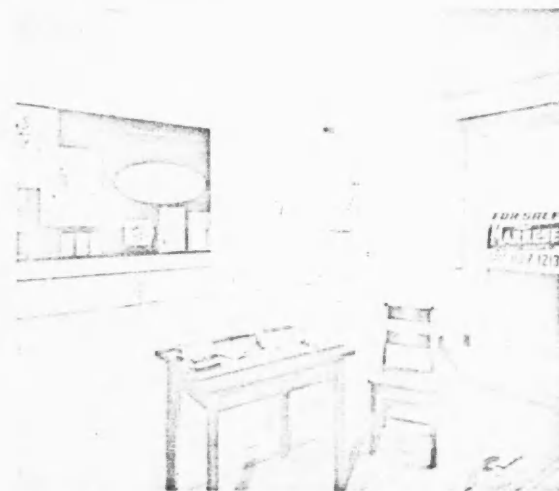
Specially-designed, the items in the kit give the realtor or builder a variety of colorful point-of-sale material to help sell his homes. Included are:

- die-cut, two-colour feature stickers with adhesive backs for placing on the bathroom and heating equipment; designed to draw attention to the many quality features built into American-Standard products for the customer's benefit. Visually, these pieces tie in with consumer advertising.

- lot markers, printed on 12" x 16" waterproof board, produced in three colours with space left to in-



Signs in bathroom indicate quality of fixtures, points out features buyer could take for granted.



Interior shot of Field Office contains project map and promotional board, designed to start selling home before actual inspection.

- indicate the lot number, the model, roof color, brick color and name of builder. These have been designed to start selling homes with quality features before construction of the homes has actually begun.

- window signs, printed in three colors with adhesive faces for sticking to windows. They are designed for easy removal, and indicate that the home is equipped with American-Standard products.

- information on the Gurney Ten-Year Protection Plan, special newspaper advertisements available for promotion, and a variety of suggestions for promotion, publicity, advertising and decorating which help the builder make the most of his promotion opportunities.

The background thinking in the preparation of these pieces is ex-

plained by American-Standard company spokesmen. They point out that the builder or real estate salesman is likely to be an expert in his own field, but cannot be expected to be an expert on products manufactured by American-Standard, such as plumbing and heating fixtures, furnaces or boilers. Therefore, the sales effort often by-passed these sections of the home, whereas quality products in these spots can instead turn them into sales-features, if the knowledge is presented so that the builder or salesman can put it to use.

Similarly, many homes may have anywhere from two to five manufacturers represented in the heating and plumbing area alone, making for confusion both in initial selling and in later servicing.

"The whole thing can be one clear-cut responsibility", company spokesmen say.

They point out that many a builder

has increased sales by installing coloured bathroom fixtures, or at least offering potential buyers their option of ordering coloured fixtures at a very small extra rate.

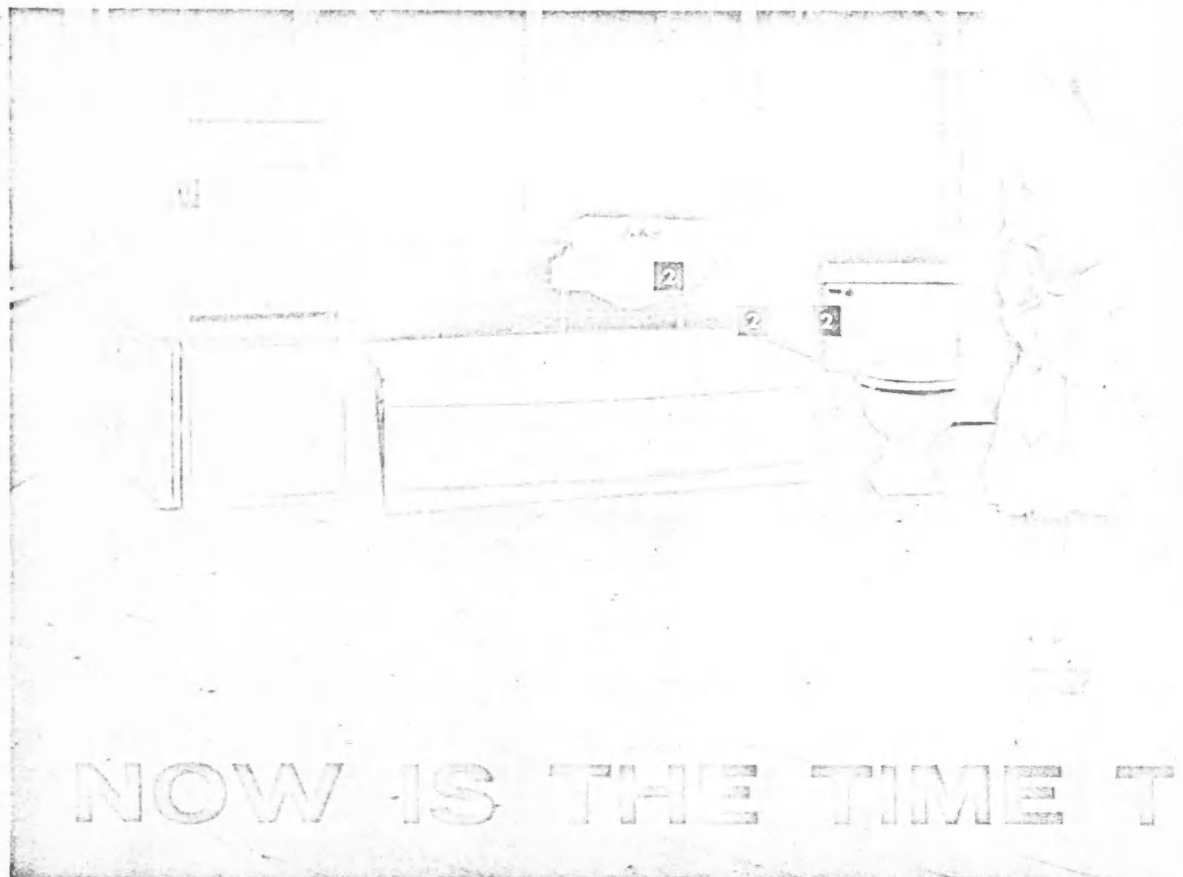
Sometimes a \$30,000 home will have a bathroom with the same fixtures that you would find in a \$12,000 home. Naturally, this decreased its saleability. And yet, the cost of installing coloured fixtures is the same. The only difference is the very small cost of coloured fixtures, and that's negligible in the long run.

American-Standard is often described as "a partner in selling homes." When a builder is willing to promote to the fullest, an American-Standard task force has been known to move in on a series of 30 model homes and place merchandising

(Continued on page 16)

AMERICAN-STANDARD HELPS YOU SELL HOMES

with attention-getting ads like this
seen by millions of Canadians



Today's wonderful new homes are better

Wonderful news for new home buyers! Your choice of new home sites, styles, designs and values has never been better. And above all, the homes now make living so much easier and happier!

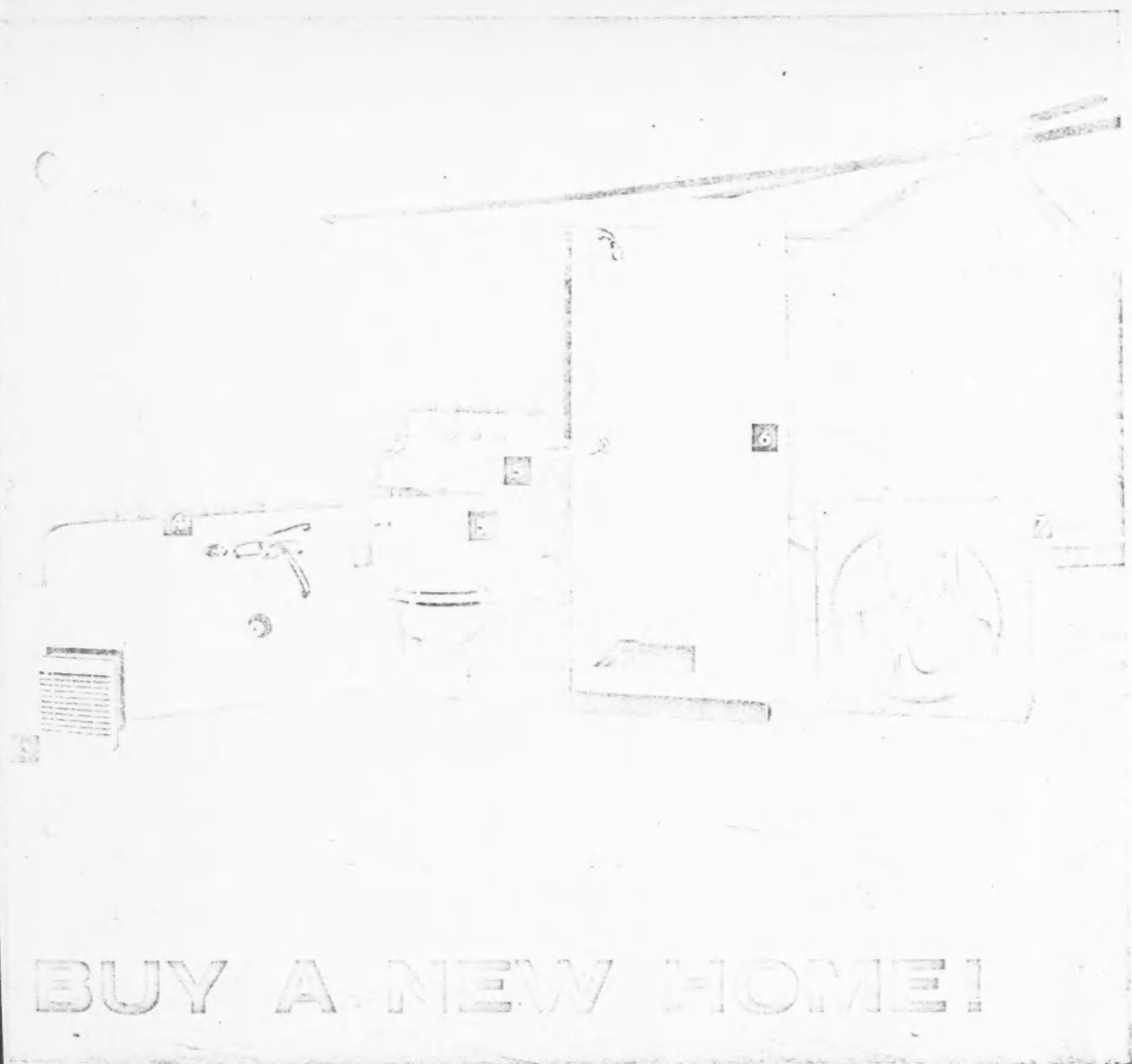
Bathrooms, for example, are more beautiful, more spacious, many of them in stunning colour. More homes have powder rooms too—quality-built, beautifully styled. Kitchens, too, are better-designed and more practical. And the heating systems in today's homes are finer than ever, assuring dependable warmth in winter with real economy of operation. Why not drive out to see one this weekend? You'll find wonderful living built into today's new homes!

1 Your new home will be luxuriously heated with an American-Standard furnace like the Gurney GUA Highboy Gas Furnace. It gives dependable comfort, all winter!

2 This beautiful American-Standard "Wood" Bathroom includes a stunning Sirocco Bath, New Cadet Toilet and attractive Hostess Basin—also available in the greatest range of modern colours in Canada. Your Plumber will be delighted to show you full colour choices.

3 The Canadian Sirocco Aeropel Kitchen Hood by American-Standard helps keep your kitchen fresh, free from steam and excess heat and is inexpensive, too!

4 This attractive, stylish American-Standard Hostess sink with its new single lever faucet with sprayhead is just one of the many to choose from... functionally, yet beautifully, designed.



BUY A NEW HOME!

planned, better built and better equipped

5 The American-Standard "Coronet" Powder Room is a luxury powder room, indeed—with its New Compact Toilet and New Companion Basin in your choice of eight brilliant decorator colours—largest colour choice available!

6 An American-Standard shower cabinet (white only) can be a wonderful time-saving convenience.

7 This Canadian Sirocco Attic Fan by American-Standard does wonders in low cost comfort cooling to keep your home comfortable on summer's hottest days. So simple to install, too.

For literature or information on any of these products, contact your local American-Standard office. Or write direct to head office, 1201 Dupont Street, Toronto 4, Ontario.

LOOK FOR AMERICAN-STANDARD PRODUCTS
IN THE HOME OF YOUR CHOICE. IT'S AN
INDICATION OF A QUALITY HOME.



first and finest—the world over

AMERICAN-Standard

AMERICAN STANDARD PRODUCTS (CANADA) LIMITED

plumbing fixtures, Gurney furnaces, boilers, radiators,
ventilating and air-conditioning products, and heat exchangers

8670-R

aids in positions that helped the sellers and greatly increased the interest of the would-be buyers inspecting the homes. Signs were put in the bathroom that brought meaning into the fixtures; stickers were placed on the furnace; special local newspaper advertising was placed, and other promotional ideas used.

PAYING DIVIDENDS

Already this unique attempt to sell homes rather than bathrooms and furnaces is paying dividends to all concerned. Builders and developers have, for the first time, a wide variety of useful sales aids backed up by national advertising. Many homebuyers recognize American-Standard trade names, and look for them in the new houses they visit.

The marketing plan, and the program of assistance to realtors and builders are long term in concept. In a similar manner, they extend through all phases of the company's operations. Where products are more technical, as in the case of Ross Heat exchangers and Canadian Sirocco air handling equipment, a specially-designed advertising series is used, in addition to widely-circulated technical bulletins. Technical sales representatives are also available to handle special problems.

The highly original—and successful—marketing program, was designed with one major concept in mind—to sell homes by offering all possible assistance to the sales-effort of real estate and building people. In a very real sense, American-Standard has become “a partner in selling homes.”

REAL HUMOUR

The rumble of protest in Eastern Saskatchewan to the Government's intention of changing the time, is growing stronger and louder. Yorkton City Council has added its growl to the proposed plan, and calls upon other municipalities to ask the Government to change its legislation.

INTERVIEWING THE MAN ON THE STREET

Professor E. J. Ramsbottom of Northern Canada University today stated that much controversy could be eliminated if the Federal Government adopted legislature standardizing Day-light Saving Time across Canada.

We believe the solution to this problem lies in a different direction. We shall head for the streets to seek public opinion.

Question: “Do you think Time Zones should be abolished entirely?”

AFFIRMATIVE

J. B. (Joe) Cinderbaum: “Of course. Look at all the saving to airports etc. They wouldn't need all those clocks.”
Tex Wresniff: “Durned tootin: Them folks in Greenitch is always boasting too much.”
Percy Kilperk: “Crazy tourists can't say ‘Left Vancouver today, arrived in Tokyo yesterday. I say yes!’”
Bill Wilbertaut: “Sure would make time tables easy to read.”

NEGATIVE

Issac Pipapple: “Won't do the cows any good.”
E. Potts Bilton: “Leave things the way they are, say I. Dratted government; always trying to change things!”

UNDECIDED

Tillie Haphazard: “Don't know . . . just don't know.”



The above Home Merchandising Kit contains a sample of: lot markers, window signs, feature stickers, advertising promotions, the Gurney 10-year protection plan, heating and plumbing manual, and the Builder's promotional manual.

Wife to husband: “That ten dollars that was in your pants pocket last night — did you steal it out of my purse this morning?”

“I don't want to scare you,” the eight-year-old told his teacher, “but my daddy says if I don't get better grades, somebody's going to get spanked.”

Then there's the one about the little moron who cut a hole in the rug so he could see the floor show. He later sewed it up, of course, because he didn't want to see the hole show.

Ontario Association Of Real Estate Boards

CO-OP LISTINGS EFFECTIVE IMMEDIATELY

Listing No.	Type of Property	Location of property	Listing price	Listing Broker	Selling Broker Comm.
0-2516	Urban, 2 houses, 2 cabins	Atherley	\$ 9,500.	R. J. Slessor, 19 Collier St., Barrie	3.80
0-2515	Housekeeping cottages & main lodge	Baysville	\$ 28,500.	R. C. Sanborn, Baysville	5.80
0-2507	Summer estate	Beaverton	\$ 81,000.	Gibson Bros. Limited, 100 University Ave., Toronto	3.80
0-2434	Farm, 139½ acres	Brampton, per acre	\$ 1,000.	Gordon A. Hutchison, 29 Queen St., Brampton	3.80
0-2480	Summer resort	1 mi east of Dorset	\$ 48,000.	Thos. N. Shea, Box 3, Markham	5.80
0-2499	Gas station, snack bar	4 mi west of Fenelon Falls	\$ 27,000.	Goodman, Arkwright & Anderson Ltd., 64 Lindsay St. S., Lindsay	5.80
0-2511	Summer residence	Gibson twp.	\$ 7,500.	Chambers & Meredith Ltd., 227 Eglinton W., Toronto	5.80
0-2226	Garage, showroom	Jarvis	\$ 50,000.	P. J. Harvey, 63 Darling St., Brantford	3.80
0-2199	Retail florist business & greenhouses	Centerville	\$ 90,000.	Dawn Duench, 52½ King St. N., Waterloo ..	5.80
0-2343	Urban residence	Kitchener	\$ 43,000.	Hessenaur & Shantz, 385 Frederick St., Kitchener	3.80
0-2483	Year round lodge	Lindsay	\$ 28,500.	Don Waterman, 47 Lindsay St. S., Lindsay ..	3.80
0-2067	Motel	Niagara Falls	\$100,000.	R. C. Young Realty Ltd., 687 Queen St., Niagara Falls	3.80
0-2509	Produce business	Parkhill	\$120,000.	Hugh McKervill, 402 Dundas St., London	3.80
0-1900	Summer resort	Presqu'île Point	\$ 35,000.	Lorne L. Smith, 294 Aylmer St., Peterborough	5.80
0-2518	Farm, dairy, 200 acres	Thorah twp.	\$ 30,000.	John F. deWith, Realtor, Newcastle	3.80
0-2498	Farm, dairy, 265 acres	Ops twp.	\$100,000	Don Waterman, 47 Lindsay St. S., Lindsay ..	3.80
0-2521	Summer resort business	Manitowaning	\$ 25,000.	Bert Weir & Sons Ltd., 237 Dundas St., London	5.80
0-2523	Summer resort	Dorset	\$ 18,000.	L. Klus, Realtor, 780 Dundas W., Toronto ..	5.80
0-2526	Nursing home	Warton	\$ 16,500.	C. O. Hanbidge & Co., 902 2nd Ave. E., Owen Sound	5.80
0-2527	Vacant land	Barrie	\$ 26,000.	O. H. Lacey Real Estate, 98 Bayfield St., Barrie	3.80
0-2529	Residence	Port Rowan	\$ 5,500.	Gordon Brisson, Realtor, 30 Geneva St., St. Catharines	5.80
0-2366	Service station, restaurant, apartments	Waterloo	\$65,000.	Alex Heide, 58 Maywood Rd., Kitchener	3.80
0-2530	Store and 3 apts.	Cornwall	\$60,000.	Canada Trust Co., Huron & Erie Bldg., London	3.80
0-2531	Store	Cornwall	\$75,000.	Canada Trust Co., Huron & Erie Bldg., London	3.80
0-2532	Year round tourist home	Trenton	\$85,000.	Collette & Whitley, 54 Division St., Trenton ..	3.80
0-2533	Hotel	Port Dalhousie	\$78,000.	C. C. Patterson, 14 Queen St., St. Catharines ..	3.80
0-2534	Fuels depot and office	Stamford twp.	\$32,000.	C. C. Patterson, 14 Queen St., St. Catharines ..	3.80
0-2535	Country residence	Beaverton	\$33,000.	Lloyd Realty (Oshawa) Ltd., 101 Simcoe St. N., Oshawa	5.80
0-2536	Tourist camp	Ridgeway	\$70,000.	Costen & Fowler Ltd., 214 East Main St., Welland	5.80



MONTHLY CO-OP REVIEW

ONTARIO BOARD STARTS NEW CO-OP LISTING SYSTEM

H. W. Follows, Secretary-treasurer of the Ontario Association of Real Estate Boards, has launched a new and more comprehensive distribution of Ontario Co-op listings. Hitherto, co-op listings has been processed using the Toronto Real Estate Boards facilities. The Toronto Board will continue to do the photographic work, but the printing will be done by outside sources.

"The big and important feature, about our new listing system is the distribution given the listings." "Previously" Mr. Follows said "We had been sending listings only to the Brokers. Now all Ontario salesmen will receive each set of listings. This will mean a distribution of 5,700 sets going out each week. Saturation coverage of Ontario, by this new system, will greatly increase the value of listing Province-wide." Mr. Follows concluded.

VICTORIA GOLF TOURNAMENT



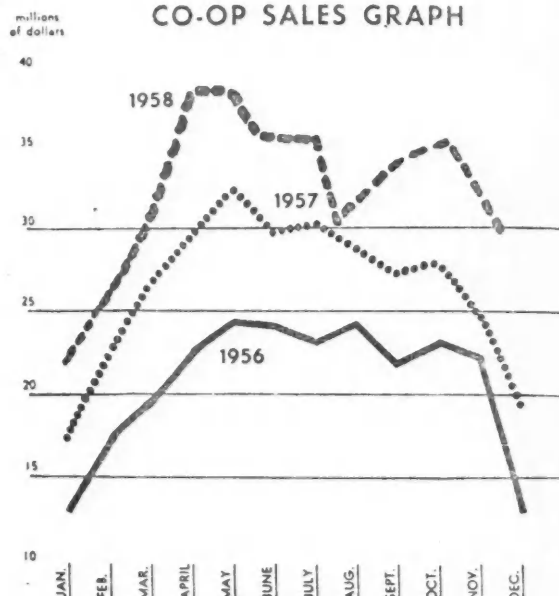
From the looks of the trophy, one would be led to believe that Victoria golfers enjoy grandiose protection from the scotch mist, every time they tee off.

All puns aside, Catherine Godfrey, Victoria Board's Secretary tells us, that a good time was had by all. She did not indicate who won the beautiful trophy, but she did give us the names of those lucky enough to gaze upon it for a few moments. Reading left to right: S. W. Spaven, Northwestern Securities Ltd.; Col. Russell Ker, President of Victoria Board; W. S. Kirkpatrick, Entertainment Chairman.

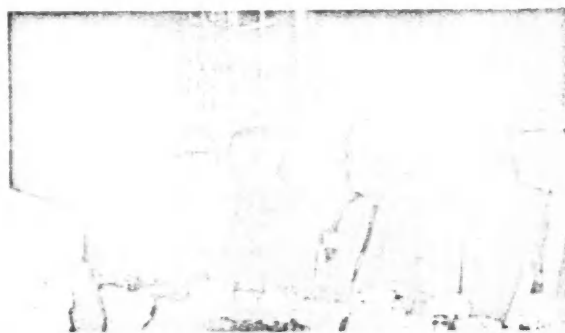
Phil Seagrove, better known as "Mr. Co-op", with the comparative review of co-op operations across the Dominion.



CO-OP SALES GRAPH



PORT ARTHUR ENJOYS SOCIAL



A recent "get-to-gether" held in the Port Arthur Golf-Country Club saw many Port Arthur Realtors and guests gather to enjoy the evening. At the head table reading from left to right: B. Hubie, Past President; A. Petrone, Guest Speaker; E. Segil, President; Col. Ruttan, Director; and D. Kory, Secretary-Treasurer.

CAREB Co-op Statistics for November 1958

Positions as of Nov. 30th.		Board	Gross Co-Op Sales			Listings			Listings Sold			Population in Thousands
1957	1958		Year to Date	Nov., 1958	Nov., 1957	Year to Date	Nov., 1958	Nov., 1957	Year to Date	Nov., 1958	Nov., 1957	
1	1	Toronto	\$120,940,543	\$ 11,587,011	\$ 9,021,581	22,358	1,864	1,355	7,547	695	544	1,450
2	2	Hamilton	39,634,436	2,743,200	3,014,057	9,283	580	645	3,274	229	245	260
3	3	Vancouver	37,503,215	2,580,875	2,472,330	12,289	857	642	3,139	214	236	525
7	4	Montreal	22,834,749	2,203,361	1,088,450	2,836	220	151	429	85	49	1,500
4	5	Calgary	20,843,400	1,915,515	1,583,925	4,776	333	347	119	149	116	216
6	6	Ottawa	19,835,130	1,490,250	1,354,950	3,253	255	252	1,242	88	85	220
5	7	Winnipeg	17,821,919	1,165,125	648,553	3,453	200	219	1,631	99	69	390
7	8	Edmonton	11,108,748	1,104,452	1,027,590	4,058	302	232	943	84	102	280
10	9	New Westminster	7,015,427	470,849	725,490	3,557	300	256	867	63	80	74
12	10	Victoria	8,164,967	708,165	586,168	2,104	186	171	898	77	69	125
13	11	Kitchener-Waterloo	7,683,120	534,455	662,200	1,639	108	138	668	43	55	74
14	12	Saskatoon	3,940,448	354,575	160,750	1,097	67	51	452	35	23	70
16	13	Brantford	3,257,876	131,995	189,225	638	29	47	411	16	20	53
23	14	Peterborough	2,430,754	181,955	128,000	637	26	26	225	19	10	45
17	15	Sarnia-Lambton	2,060,515	190,958	40,000	452	47	25	179	16	4	45
30	16	St. Catharines-Niagara	1,934,651	255,725	65,600	695	47	19	187	22	6	157
15	17	Windsor	1,873,258	89,550	74,100	612	41	52	172	11	7	45
16	18	South Peel	1,806,330	142,700	168,900	398	34	39	107	7	9	40
17	19	Oakville-Trafalgar	1,702,620	79,700	41,575	310	21	22	93	5	2	13
32	20	Orillia	1,494,158	95,095	83,150	396	23	10	182	13	8	14
22	21	Oshawa and District	1,474,066	122,406	45,800	383	20	5	122	10	3	50
25	22	Greater Niagara	1,144,105	85,700	49,900	339	20	16	94	9	5	55
26	23	Fort William	914,350	99,350	17,000	225	23	7	93	10	1	42
24	24	Guelph and District	887,467	63,500	—	200	12	5	83	6	—	32
28	25	Regina	866,997	50,850	43,800	278	14	18	80	5	5	—
31	26	Galt-Preston-Hespeler	817,875	77,500	57,800	232	18	7	79	9	7	35
35	27	Welland and District	537,285	36,800	32,000	379	29	27	65	5	6	20
33	28	Chatham	511,800	18,700	23,000	138	11	12	48	3	2	30
34	29	Ti-County (Ont.)	449,550	86,000	—	190	17	—	23	4	—	80
30	30	Lethbridge	462,109	39,600	53,549	208	14	6	41	3	2	31
31	31	Barrie and District	409,995	109,395	32,200	114	7	8	34	9	3	20
36	32	Central Alta. (Red Deer)	330,581	6,000	1,500	162	7	—	38	1	—	17
34	33	Cornwall	307,989	20,000	—	142	7	17	27	1	1	31
35	34	Sault Ste. Marie	286,600	nil	23,800	75	7	4	25	nil	3	36
37	35	Prince Albert	282,000	50,000	—	125	46	—	36	4	—	35
38	36	Orangeville	160,650	nil	—	73	5	—	14	nil	—	12
37	37	North Battleford	135,090	20,500	—	58	3	nil	19	2	nil	10
9	38	Nanaimo County	115,830	nil	—	135	2	13	13	nil	—	30
—	—	London	11,530,749	786,870	572,900	133	148	120	1,046	73	55	101
—	—	Halifax-Dartmouth	607,800	81,400	—	133	37	—	34	7	—	126
Totals			\$361,568,970	\$ 29,688,582	\$21,595,147	798	5,802	4,542	24,548	2,046	1,702	

Editorial

(Continued from page 3)

The motive behind Mr. Joubert's scheme is fine in principle, but in practice the inponderable disturbs the equation. Assuming that the registration technicalities function smoothly, we still find a virtual hornet's nest. First off, you cannot collate a comparison between the licensing of a home and a car or livestock. In the case of the car it has been licenced for identification rather than for qualitative reasons, with no thought of the value of a certain model compared with another of same year, price and make.

and Heating, plus two prominent Realtors. It would be the purpose of these ten gentlemen, to devise a Public Relations Plan, which would make the general public aware of their aims. An advertising budget would also be necessary, if the aims were to be realized fully.

Education would have to start from the inside out. In other words, it is useless to educate the masses, if the trades themselves 'know-not-what-they-speak.'

We shall watch with much interest, any tangible evidences that Mr. Joubert's plans will conceive, for Canadian Realtors would be the first to realize the potentialities of Labelled quality Housing. ★

"Under present conditions, unwary home buyers, not knowing how to protect themselves against the possible danger of purchasing a sub-standard house . . . may fall prey to contractors not measuring up, in their construction methods, to the high standards guiding the majority . . ."

— E. W. Boley,

PRESIDENT, CALGARY HOUSE BUILDERS' ASSOCIATION.

The inponderable of which we speak, is none other than human nature itself. Take two homes of identical value and construction and within two years you could conceivably find one a hovel and the other a gem.

It reminds us of the Pathologist who, looking at a man dying from malnutrition said admiringly "Ah, but what beautiful bone structure."

If these problems could be ironed out, Realtors would probably go for the idea 'hook-line and sinker.'

Rigid control by the N.H.B.A. in perpetuity could be the answer. However it would have to receive complete adherence to the code from the grass roots level. Both the Electricians' Association and the Heating Associations in Canada have a similar scheme. This has been in operation for a number of years, but to date not enough push has been given the program to get it off the ground. The fault we believe, lies with the individual members who haven't publicized enough. The writer can remember, but few instances where 'Bonded-heating' or 'Red-Seal' wiring has been boldly played up, in advertising campaigns beamed at home buying market.

Until this is done, Quality Housing will have little or no significance.

We might suggest a functioning committee of two members from each of the trades; Plumbing, Building, Electrical

Forecast

(Continued from page 6)

OTTAWA

1958 has been the best year in Canada from the standpoint of residential construction. Almost 160,000 housing starts were made. The previous best year was 1955 with something over 138,000 starts. Although the government has indicated its intention to cut back on housing in the coming year, it is my guess that 1959 will see something like 140,000 starts, making it the second best year in residential construction.

An active building program means lots of real estate activity and from the standpoint of the broker, 1959 should be very active indeed. Competition will be keen but the market potential is there, and hard working brokers and salesmen have nothing to fear but more hard work. In the past number of years most active offices have continued to increase their gross business from year to year, and there is no reason why this trend should not continue in 1959. However, with the increased cost of advertising, help and doing business generally, many brokers will have to take a long hard look at the net figures. That this problem is making itself felt is more or less substantiated by the present general trend of Real Estate Boards to raise their commission tariffs.

In the past few years there has been a lot of apartment building and commercial construction. In some cases a temporary glut appears in individual communities and some people start to sing the blues. It is my opinion, however, that in most cases these situations will tend to correct themselves. The best insurance against any serious situation developing in this regard will be the reluctance of lending institutions to lend money for new construction in localities where this sort of thing exists. With a temporary slowing in localized construction and a continuing population growth, the healthful law of supply and demand should insure adjustment in these isolated cases.

If you were a busy real estate man in 1958, chances are that you will be an even busier one in 1959.

—Bert Katz (Ottawa)

Reg. Vice-President C.A.R.E.B.

Did you know that there is more surface water in Ontario than all the United States combined? This excludes the great Lakes. Take a look at a large scale map of Northern Ontario. Makes you wonder if you are looking at a huge body of water with islands! If all this water was diverted north, it would leave the great lakes almost completely destitute of water.

ANY WAY
YOU LOOK AT IT



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PUBLIC RELATIONS -

HOW GOOD ARE YOUR COMMUNITY RELATIONS ?

Public Relations for the Real Estate Profession should begin with the Individual Realtor and his staff, and one phase of public relations at this level, is a field of community activity. How are You serving Your community?

The "Joiner" . . . the man who joins every organization he can get into for the sake of making a sale to fellow members, is only fooling himself, much to the annoyance of the general membership.

There can be a happy medium in taking an active part in your community activities. Let's be realistic: Inevitably, the people who do take an active part in worthwhile projects with the idea of "Service before Self" . . . gains the respect of other club members for this work, and also creates a feeling of confidence that impels club members to desire to do business through him. In taking an active role in worthy projects, the Realtor accomplishes two things:

- He builds up his personal contacts, and creates friends.
- He does a service to the Real Estate Profession, because a layman's knowledge of Real Estate and Realtors is sometimes limited, and frequently distorted.

The Layman's opinion of Real Estate may have been formed by some "sharp" Real Estate deal he has heard about, or his opinion may be enhanced because of his personal acquaintance with a realtor who makes a personal contribution to a worthwhile community project.

Therefore, why not develop as many favourable opinions as possible in your day-to-day activities?

Every time you do make a worthwhile contribution, you elevate the Realtor, and the Real Estate profession in the eyes of the public.

There are a variety of community enterprises to which you can lend your support. It may be a fund-raising drive to build a new arena . . . or perhaps a new church. Or possible a drive to put a new wing on a hospital . . . or an addition to a Y.M.C.A.

Projects such as these, particularly when building is involved, are particularly suited to a Realtor's participation. For the Realtor, with his background in land and building, can make a unique contribution.

Rates-payer's Associations especially, would be a fertile field for the realtor to lend his knowledge. These groups always sensitive to activities within their area, which will effect the value of their property, will appreciate the counsel of a Realtor. They will listen with respect and interest to his opinions . . . and, by making this advice available, he will gain added stature in his community.

Other areas of community service include work within your church . . . your home and school association . . . or your community's blood donor program.

Service Clubs—such as Kiwanis, Rotary, Lions—perform many worthwhile works. And quite apart from the Public Relations value of recognition to be gained through participating, you will undoubtedly feel a strong sense of achievement, and reward through aiding cripple children, needy families and other useful works, these clubs perform.

Let's start right now, to improve our community relations.

ONTARIO ASSOCIATION REAL ESTATE BOARDS

Proposed Amendments to the By-Laws, Rules and Regulations of the Ontario Association Real Estate Boards.

In accordance with the By-Laws, Rules and Regulations of the Ontario Association of Real Estate Boards, all members are hereby notified of the proposed amendments to the constitution which will be brought before the delegates at the Annual Meeting, held during the 37th. Annual Conference, at the Hotel London, in London, Ontario, March 1st.-2nd.-3rd., 1959.

AMENDMENT No. 1—Article XII— Regions

The present wording to be amended to read, "Section I of Article XII." The following to be inserted as Section II of Article XII

"The Ontario Association of Real Estate Boards shall be a member Regional Association of the Canadian Association of Real Estate Boards and as such undertakes to adopt and abide by the Charter and By-Laws of the Canadian Association of Real Estate Boards and to enforce the code of ethics as adopted from time to time by the Canadian Association of Real Estate Boards."

AMENDMENT No. 2—Article VIII— Officers and Functions

Section 8,—Committees, subsection (b) To be amended by insertion of the words "Credentials Committee".

AMENDMENT No. 3—Article VIII— Officers and Functions

Section 9—Duties and Powers of Committees.

To be amended by the insertion of subsection (n), reading as follows:

"The Credentials Committee shall: establish and verify the credentials of all voting delegates."

REAL ESTATE COURSES

Appraisal Course No. 2

Feb. 23rd-Mar. 26th
Write Toronto Board
1881 Yonge St. Toronto
. . . .

A.I.C. Appraisal Course

Mar. 23rd. - 25th.
(included in Conference)
Fort Garry Hotel, Winnipeg

Write Appraisal Institute
Canada
307 Childs Building
Winnipeg 2, Man.

PERSON TO PERSON



Persistence

... Vancouver Realtor Herb Ramsden took some clients to Portland, Oregon, 200 and some odd miles from Vancouver, intending to sell them property. Unable to interest his clients in the Oregon Property he pushed on down to Desert Hot Springs, California and sold them a Motel in that city ...

Femmes all round

... A Westinghouse Salesmanager intending to vacation in Vancouver applied for and received, on advice of Vancouver friends, the lease to an apartment in a Posh Building. What his friends forgot to check, was that the apartment building was exclusively a feminine hostelry. This story from Hugh Watson, Vancouver Province, who doesn't say whether the Salesmanager enjoyed himself ...

Oh Brother!

... a counterfeiter's delight seems to be shaping up. Manufacturers are on the verge of perfecting a machine that will make change for paper currency, and the first model is expected early in 1959. We can expect plenty of minds, working sub rosa, to concentrate on "how to beat them!" ...

Here Now!

... Aluminum Company of Canada intends to move into Webb & Knapp's Cruciform Steel-built Sky-scraper in the Ville Marie project ...

gone but not forgotten

... Realtors will have ruefully noticed that nude calendars are hard to find these days. The manufacturers decided that they had no advertising value. How did they arrive at this profound thought? Seems those fortunate enough to get one usually hid it away ...

why bother with cars?

... In 1952 Studebaker-Packard paid \$175,000 for 19 acres of Burlington (Ont.) land. Recently they sold it to that municipality for \$600,000. We see drug stores selling barbecue ovens ... grocery stores selling lawn mowers ... Jewellery stores selling power tools and blankets, we'd guess that a car manufacturer selling land is not so strange after all ...

Business Veteran

... The Montreal Real Estate Board recently honoured John P. Copeland, by throwing a dinner for that very active gentleman. Mr. Copeland is 87 and still involved in Real Estate which he started in, 71 years ago ...

Ad kit

... we received an Advertising Sales Kit from John Henderson, Classified Manager of the Montreal Gazette, in the mail recently. The kit, in the form of a plastic brief case, contains 3 cards approx. 10" x 13". Two of these are called the Real Estate Check List, to which you refer for phrases when writing a classified ad. The other shows an illustration of the cross section of a house, with all parts numerically identified with explanations. There was also a small booklet containing the formulae for constructing above average Ads ...

Put 'em to Sleep

... A "Brain" in the United States Ordinance has come up with a nerve gas, which altho' completely harmless, will turn enemy troops into sleeping zombies. The stuff when sprayed upon humans, or animals for that matter, takes the fighting desire out of the recipient. More and more every day, evidence is mounting, proving that to master science is to master mankind ...

1959 Calendar

Ontario Association Real Estate Boards

37th. Annual Convention
London — Ontario, March 1st.-2nd.-3rd.

Canadian Association Real Estate Boards

16th. Annual Conference
Saskatoon, September 20th.-24th.

Alberta Real Estate Association

Annual Convention
Palliser Hotel, Calgary
Saturday, March 28th.

LETTERS TO THE EDITOR

Dear Sir:

As I am sure you are well aware, nobody writes (or at least very few) to tell you what an excellent publication the Canadian Realtor is, but if anyone ever sees a small error they are quick to let you know about that. I am afraid I come within this class at the present time.

I notice in the November issue on page 22 under the heading "1959" that after mentioning the National Association Convention, and after mentioning the Ontario Association Convention, that the Canadian Association is finally mentioned and it is indicated that the Conference is being held in Saskatoon in October. I realize this is likely an oversight, and I am sure you are well aware that the dates of the convention are September 20th to 24th, and I hope that you will be able to correct this at an early date.

I would also think that the Canadian Association Convention would almost deserve first billing under your heading of "1959".

I think the Canadian Realtor is an excellent publication, and thoroughly enjoy it each month.

Yours sincerely,
D. P. WOODLEY,
Saskatoon

Thanks Doug! As you see, some changes have been effected.

Any other Regional Association that wishes to use this space should mention this when they send us their copy. We have hundreds of pieces of copy coming in every month, and it is difficult to separate the material, unless specifically indicated.

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- **NANAIMO, B.C.**
"On the blue Pacific"
Nanaimo Realty Co. Ltd.,
Nanaimo Realty Block.
- **OTTAWA, ONT.**
P. Hubert McKeown,
McKeown Realities Ltd.,
169 Somerset St. W., (CE. 2-4806).
- **SUMMERSIDE, P.E.I.**
"Summerside Realities"
Box 298, Summerside, P.E.I.

FOR REAL ESTATE SALE

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LAfontaine 2-4091
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